

### **REMARKS**

Applicants request reconsideration and allowance in view of the foregoing remarks. Claims 1-6, 8-13, and 68-94 are pending, with claims 1, 8, and 68 being independent. Claims 55-67 have been withdrawn from consideration. Support for the claim amendments and new claims may be found throughout the application, for example, at page 8, line 27 through page 11, line 29 referring to Figs. 2A-2E and at page 13, line 1 through page 15, line 8 referring to Figs. 4A-4F. No new matter has been added.

### **Rejections Under 35 U.S.C. § 101**

Of the pending claims, claims 1-6 and 8-13 have been rejected under 35 U.S.C. § 101 as lacking utility and being directed to non-statutory subject matter. In particular, claims 1-6 and 8-13 are said to be inoperative because the claims fail to include any input step or module, output step or module, and the processing between input and output.

As amended, independent claims 1 and 8 each recite a search tool graphical user interface that includes search criteria provided by a user as user input to the search tool and a list of search results including links to content identified by the search tool in performing a search routine based on the search criteria provided by the user as user input to the search tool. Applicants submit that the amendments to claims 1 and 8 address all of the Examiner's articulated concerns. Therefore, Applicants respectfully request reconsideration and withdrawal of the rejection of independent claims 1 and 8 and their respective dependent claims 2-6 and 9-13.

### **Rejections Under 35 U.S.C. § 112, Second Paragraph**

Of the pending claims, claims 5, 6, and 8-13 have been rejected under 35 U.S.C. § 112, second paragraph, as being indefinite.

With respect to rejection of claims 5 and 6, claim 5 was rejected because the term "ordering" is said to be vague because it does not specify whether it is a list, a ranking, a request, an order, a web site permission, or a user permission and the term "before" is said to be vague because it does not specify whether it refers to before in time or location. Claim 6 was rejected by virtue of its dependency on claim 5. Applicants have amended claim 5 to recite that "search results are grouped based on availability of content associated with the search results such that

search results with links to content that is currently unavailable are grouped in a first group, including the first search result, and search results with links to content that is currently available are grouped in a second group, including the second search result, the first group of search results and second group of search results being displayed to distinguish the first group of search results from the second group of search results.” Applicants submit that the amendments to claim 5 address all of the Examiner’s concerns. Therefore, applicants respectfully request reconsideration and withdrawal of the rejection of claims 5 and 6.

With respect to rejection of claims 8-13, claims 8-12 were rejected because the term “maturity” is said to be vague because it does not specify whether it is an age requirement, knowledge level requirement, or the process of content completion. Claim 13 was rejected by virtue of its dependency on claim 12. Applicants have amended claims 8-12 to recite “age-based level.” Applicants submit that the amendments to claims 8-12 address all of the Examiner’s concerns. Therefore, applicants respectfully request reconsideration and withdrawal of the rejection of claims 8-13.

#### **Snyder Rejection**

Of the pending claims, claims 1-6 and 8-13 have been rejected as being anticipated by Snyder (U.S. Patent No. 6,643,641).

As amended, independent claim 1 recites a search tool graphical user interface that includes, inter alia, a list of search results including a first search result that includes a first link to content that is currently unavailable through invocation of the first link and a second search result that includes a second link to content that is currently available through invocation of the second link, and an indicator corresponding to the first search result and providing a perceivable indication that invocation of the first link will not presently access, at an address associated with the first link, content corresponding to the address.

Applicants respectfully request reconsideration and withdrawal of the rejection of claim 1 because Snyder fails to describe or suggest an indicator corresponding to a first search result and providing a perceivable indication that invocation of a first link included in the first search result

will not presently access, at an address associated with the first link, content corresponding to the address, as recited by amended independent claim 1.

Rather, Snyder describes a search engine that includes a web crawler that stores graphic snapshots of web pages as they appeared at the time when the web crawler indexed the web pages. See Abstract. When a user performs a search, the search engine of Snyder presents the graphic snapshots along side the search results identified by performing the search. See col. 6, lines 23-27, col. 14, lines 34-50, and Fig. 3. However, a graphic snapshot is not an indicator that corresponds to a search result and provides a perceivable indication that invocation of a link will not presently access, at an address associated with the link, content corresponding to the address. Instead, the graphic snapshot provides an image of the web page at a time when the web page was indexed and does not provide any information as to whether content is presently accessible at an address associated with a link through invocation of the link. Therefore, Snyder fails to describe or suggest an indicator corresponding to a first search result and providing a perceivable indication that invocation of a first link included in the first search result will not presently access, at an address associated with the first link, content corresponding to the address, as recited by amended independent claim 1.

For at least these reasons, Applicants request reconsideration and withdrawal of the rejection of independent claim 1, along with claims 2-6 that depend therefrom.

As amended, independent claim 8 recites a search tool graphical user interface that includes, inter alia, a list of search results including a first search result that includes a first link to content determined to be inappropriate for a first age-based level and a second search result that includes a second link to content determined to be appropriate for the first age-based level, and an indicator corresponding to the first search result and providing a perceivable indication of a determination, other than content accessed at an address associated with the first link, that content associated with the first link is inappropriate for the first age-based level.

Applicants respectfully request reconsideration and withdrawal of the rejection of claim 8 because Snyder fails to describe or suggest an indicator corresponding to a first search result and providing a perceivable indication of a determination, other than content accessed at an address

associated with a first link included in the first search result, that content associated with the first link is inappropriate for a first age-based level, as recited by amended independent claim 8.

As discussed above with respect to independent claim 1, Snyder describes a search engine that presents graphic snapshots along side search results identified by performing a search. See col. 6, lines 23-27, col. 14, lines 34-50, and Fig. 3. The graphic snapshots provide an image of a web page at a time when the web page was indexed and do not provide an indication of any determination made for the web page, much less a perceivable indication of a determination, other than content accessed at an address associated with the web page, that the web page is inappropriate for a first age-based level. Thus, Snyder fails to describe or suggest an indicator corresponding to a first search result and providing a perceivable indication of a determination, other than content accessed at an address associated with a first link included in the first search result, that content associated with the first link is inappropriate for a first age-based level, as recited by amended independent claim 8.

For at least these reasons, Applicants request reconsideration and withdrawal of the rejection of independent claim 8, along with claims 9-13 that depend therefrom.

#### **Bates Rejection**

Of the pending claims, claims 1-6 and 8-13 have been rejected as being unpatentable over Bates (U.S. Patent Application Publication No. 2003/0188263).

As amended, independent claim 1 recites, as mentioned previously, a search tool graphical user interface that includes, inter alia, a list of search results including a first search result that includes a first link to content that is currently unavailable through invocation of the first link and a second search result that includes a second link to content that is currently available through invocation of the second link, and an indicator corresponding to the first search result and providing a perceivable indication that invocation of the first link will not presently access, at an address associated with the first link, content corresponding to the address.

Applicants respectfully request reconsideration and withdrawal of the rejection of claim 1 because Bates fails to describe or suggest an indicator corresponding to a first search result and

providing a perceivable indication that invocation of a first link included in the first search result will not presently access, at an address associated with the first link, content corresponding to the address, as recited by amended independent claim 1.

Rather, Bates describes a system that uses multi-target links that navigate to one of multiple different targets depending on circumstances associated with selection of the multi-target link. See Abstract. In particular, a multi-target link identifies a plurality of URL's representing targets of the link and, upon selection, enables navigation to one of the plurality URL's selected based on circumstances corresponding to link selection. See paragraphs [0058]-[0062]. In one example, a multi-target link may navigate to a first URL if the multi-target link is selected during a first time period and navigate to a second URL if the multi-target link is selected during a second time period. See paragraph [0148]. In this example, the multi-target link may be displayed as a bookmark and may be displayed with criteria associated with the multi-target link (e.g., that the first URL is the target if the multi-target link is selected during the first time period and that the second URL is the target if the multi-target link is selected during the second time period). See paragraph [0148] and Fig. 23. However, the system of Bates does not relate to displaying search results and, as such, does not describe an indicator that corresponds to a search result.

Moreover, the display of a multi-target link does not provide a perceivable indication that invocation of a link will not presently access, at an address associated with the first link, content corresponding to the address. Instead, the display of a multi-target link merely provides an indication of the criteria used in determining which of a plurality of links is the target of the link. No indication is provided as to whether content associated with the determined target of the multi-target link is presently accessible at an address associated with the link.

Therefore, Bates fails to describe or suggest an indicator corresponding to a first search result and providing a perceivable indication that invocation of a first link included in the first search result will not presently access, at an address associated with the first link, content corresponding to the address, as recited by amended independent claim 1.

For at least these reasons, Applicants request reconsideration and withdrawal of the rejection of independent claim 1, along with claims 2-6 that depend therefrom.

As amended, independent claim 8 recites, as mentioned previously, a search tool graphical user interface that includes, inter alia, a list of search results including a first search result that includes a first link to content determined to be inappropriate for a first age-based level and a second search result that includes a second link to content determined to be appropriate for the first age-based level, and an indicator corresponding to the first search result and providing a perceivable indication of a determination, other than content accessed at an address associated with the first link, that content associated with the first link is inappropriate for the first age-based level.

Applicants respectfully request reconsideration and withdrawal of the rejection of claim 8 because Bates fails to describe or suggest an indicator corresponding to a first search result and providing a perceivable indication of a determination, other than content accessed at an address associated with a first link included in the first search result, that content associated with the first link is inappropriate for a first age-based level, as recited by amended independent claim 8.

As discussed above with respect to independent claim 1, Bates does not relate to displaying search results and, as such, does not describe or suggest an indicator that corresponds to a search result. In addition, Bates does not describe or suggest an indicator providing a perceivable indication of a determination, other than content accessed at an address associated with a link, that content associated with the link is inappropriate for a first age-based level. Although Bates describes that a sanctioned link may prevent a user from retrieving unsanctioned material, Bates merely describes preventing access to the unsanctioned material and does not describe providing a perceivable indication of a determination that the unsanctioned material is inappropriate for a first age-based level. See paragraph [0126]. Thus, Bates fails to describe or suggest an indicator corresponding to a first search result and providing a perceivable indication of a determination, other than content accessed at an address associated with a first link included in the first search result, that content associated with the first link is inappropriate for a first age-based level, as recited by amended independent claim 8.

For at least these reasons, Applicants request reconsideration and withdrawal of the rejection of independent claim 8, along with claims 9-13 that depend therefrom.

### New Claims

New claims 68-83 depend directly or indirectly from either claim 1 or claim 8. At least for the reason of that dependency and the reasons noted above with respect to independent claims 1 and 8, Applicants submit that claims 68-83 are allowable.

New claim 84 recites a search tool graphical user interface that includes, inter alia, a first indicator corresponding to a first search result and providing a perceivable indication of a first metric related to first content and a second indicator corresponding to a second search result and providing a perceivable indication of a second metric related to second content. The first metric and the second metric are determined based at least in part on a numerical representation corresponding to viewings of the first content and the second content by people that are associated with the user. The second indicator is different than the first indicator, and, when compared to the first indicator, the second indicator indicates that less people associated with the user have viewed the second content than the first content.

Applicants submit that new independent claim 84 and its dependent claims 85-94 are allowable because neither Snyder, Bates, nor any proper combination of the two, describes or suggests the first indicator and the second indicator as recited in new independent claim 84.

### Conclusion

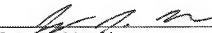
It is believed that all of the pending issues have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this reply should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this reply, and the

amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

Applicants submit that all claims are in condition for allowance. No fee is believed to be due. Please apply any charges or credits to deposit account 06-1050.

Respectfully submitted,

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